Table 3

References to inhalation

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 5	29	1942	Weatherby, J. H.	American Tobacco Company	"...the smoking of a cigarette by the average habitual smoker (who inhales) results in the following changes: the systolic blood pressure is increased 10 to 25 mm. Hg: the diastolic blood pressure is increased approximately the same extent..."	Grantor not acknowledged in the publication.
B 16, N 6		1962	Hobson, D. S. F.	British American Tobacco Company	"When, however, one contemplates the possibility of radio-active gases being inhaled and the possible dangers to health which might result from such inhalation..."	Letter to G. W. Johnston concerning Sir Ernest Marsden's work on radio-activity in tobacco.
B 16, N 7	2	1963	Ellis, S. C.	British American Tobacco Company	"A person who inhales retains between 75 and 95% of the aerosol..."	Letter to Professor W. V. Mayneord at The Institute of Cancer Research, Belmont, Surrey asking his opinion of a paper by Turner (04/22/1963)
B 16, N 8	966	1963	Knapp, Peter H.; Charles Michael Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"Differences exist in total amount smoked and in whether or not smoking is accompanied by inhalation, which is estimated to increase the nicotine absorption by a factor of 2 or 3."	
B 16, N 9	1	1963	Turner, R. C.	British American Tobacco Company	"...that the whole smoke is inhaled..."	Figures dealing with the alpha activity of cigarette tobacco
B 16, N 10	2	1964	Ellis	British American Tobacco	"Even if we were to know the precise values of the polodium inhaled in a given quantity of smoke it would still be difficult to form an estimate of the resulting biological hazard."	
B 16, N 11	1231	1970	Armitage, A. K. & D. M. Turner	Tobacco Research Council Laboratories	"A cigarette smoker who inhales will obtain a dose of nicotine, during the five to ten minutes he is smoking his cigarette, equivalent to a series of intravenous injections between 1 and 2mg/kg."	
B 16, N 11	1232	1970	Armitage, A. K. & D. M. Turner	Tobacco Research Council Laboratories	"The present evidence indicates that cigarette smokers who do not inhale may not obtain a 'stimulant' dose of nicotine from relatively acidic cigarette smoke. It may, however, be possible for a cigar smoker to obtain such dose without inhaling,"	
B 16, N 12	2	1973	Hargrove (?)	British American Tobacco	Inhalation studies BATFLAKE: "Additionally no inhalation data is available."	BATFLAKE: Non-smoking material
B 16, N 12	3	1973	Hargrove (?)	British American Tobacco	Inhalation studies AMCEL Type I 308: "Major advantages are cost and the comprehensive inhalation and toxicological studies which are complete and show a generally reduced activity."	Draft summary of three types of NSM (non-smoke material) BATFLAKE; AMCEL; NSM
B 16, N 12	5	1973	Hargrove (?)	British American Tobacco	"Comprehensive inhalation work and tests by independent workers is in progress (probably favorable)."	Draft summary of three types of NSM (non-smoke material) BATFLAKE; AMCEL; NSM
B 16, N 13	1	1974	Green, S. J.	British American Tobacco	"Without inhalation smoking will present negligible health risks."	B.A.T. Discussion notes on "Smoking and Health"
B 16, N 13	1	1974	Green, S. J.	British American Tobacco	"Assumptions: 11. Without inhalation smoking will present negligible health risks."	Smoking and Health: Assumptions discussion notes.

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Table 3

References to Inhalation

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 13	3	1974	Green, S. J.	British American Tobacco	"Policies: 8. To discourage inhalable cigars."	Smoking and Health: Assumptions discussion notes.
B 16, N 14	2	1977	Johnson, W. R.	Philip Morris Research Center	"It follows that if axial regions are unaffected by the puff, it is only because what happens there is quite irrelevant to what the smoker inhales."	An explanation of the Egerton Model on the physical mechanism of cigarette smoke formation.
B 16, N 15	149-150	1977	Wakeham, H. R.	Philip Morris Research Center	"...how much simpler and duller our lives would have been if man had decided just to chew and snuff tobacco instead of smoking it."	
B 16, N 16	ii	1977	Wakeham, H. R.	Philip Morris Research Center	"...what would have been the science of tobacco chemistry had mankind never discovered the pleasures of tobacco smoke inhalation but had instead confined himself to the enjoyment of tobacco by chewing or dipping snuff?"	
B 16, N 17	1	1978	Green, S. J.	British American Tobacco	"The way people smoke varies enormously...Some will go straight in a the beginning, inhale deeply and intime straight through to the end."	Green's handwritten unsigned notes on a book on helping addicted smokers. A comparison of the way people read and smoke.
B 16, N 18	1	1978	Green, S. J.	British American Tobacco	"Using quantitative inhalation techniques to expose rodents to cigarette smoke to compare various cigarette..."	"Life Sciences" Objectives
B 16, N 19	1	1978	Kilburn, K. D.	British American Tobacco	"Tobacco is unique. It is the only member of the plant kingdom with the two attributes of being used by inhaling the combustion products, and of being generally accepted by many different societies and races."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E) and Brown and Williamson Corp.
B 16, N 20	3	1978	Lee, P. N.	British American Tobacco	"New research: T.A.C. should not g) involve itself in inhalation tobacco toxicology, this being also best pursued by individual companies."	Recommendations, given by the author and Dr. Roe, and accepted by the Research Committee for T. A. C.
B 16, N 21		1979	Roe, Francis	BAT consultant	"If there are really controversial points, it may, I suppose be sensible for there to be a meeting at Glen House to discuss them..."	Nicotine monograph by Roe and Cohen: asks for comments from Tobacco Advisory Council (D. H. Beese)
B 16, N 22	7	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Absorption of nicotine from inhaled smoke is almost complete and is much faster and more efficient process than absorption through the mouth."	
B 16, N 22	7	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Not more than 25% of the total nicotine content of a cigarette is likely to appear in the mainstream smoke and smokers who inhale may absorb up to 90% of the nicotine in the mainstream smoke drawn into their mouths.	
B 16, N 22	7	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Inhaled nicotine is delivered into the pulmonary capillary blood and then, via the arterial system, into the brain."	

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Table 3

References to Inhalation

In writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 22	7	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Absorption of nicotine in the mouth is quite variable (4-45%) and is much slower than absorption from inhaled smoke in the lungs."	
B 16, N 22	7	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Nicotine in cigar smoke (pH 8.5) is more readily absorbed through the mucous membranes of the mouth than is the nicotine from the cigarette smoke (pH 5.3) because of the higher concentration of unionized nicotine in the relatively alkaline cigar smoke."	
B 16, N 22	7	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"...smokers who inhale may absorb up to 90% of the nicotine in the mainstream smoke drawn into their mouths. This efficient extraction is due to inhalation of the smoke into the lungs. Non-smokers who do not inhale absorb much less nicotine."	
B 16, N 22	8	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Arterial blood concentrations of nicotine reached 30-40 ng/ml in 4 subjects (inhalers) while smoking, compared 8 ng/mg in 2 subjects (non-inhalers)."	3.2 Blood Levels of Nicotine: 3.2.1. Smoking
B 16, N 22	38	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Whilst smoking fulfills a psychological need in certain individuals it is only the inhaling cigarette smoker who is likely to gain psychopharmacological satisfaction from nicotine and become dependent on it."	
B 16, N 22	38	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The nicotine intake is regulated mainly by variations in the degree of inhalation."	

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Table 4

References to irritation from smoking in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 1	200	1947	Finnegan, J. K.; P. S. Larson & H. B. Haag	American Tobacco Company Grant	"Neither nicotine nor its products of combustion contribute significantly *per se* to the edema-producing properties of cigarette smoke, although it may definitely increase the subjective sensations of irritation."	Grantor not acknowledged in the publication.
B 17, N 1	202	1947	Finnegan, J. K.; P. S. Larson & H. B. Haag	American Tobacco Company Grant	"In blind tests, the average smoker had no difficulty in arranging these cigarettes in the order of increasing nicotine content on the basis of increasing irritation of the smoke."	Grantor not mentioned in the publication. Burley tobacco cigarettes were treated with increasing amounts of nicotine malate solution.
B 17, N 2	1	1965	Green, S. J.	British American Tobacco	"At present PROJECT CONQUEROR (irritation testing) is under way and is being used to evaluate b) cigarettes in which the tobacco has been treated to reduce the delivery of certain components in the smoke which are thought to be ciliastatic."	
B 17, N 3	8	1970	Wood, D. J.	British American Tobacco	"Explanation and demonstration of the distinction between impact and irritation. Evidence from some markets that the ratio between these two sensations is an important factor in acceptability."	Notes for a talk on aspects of the function of the R. & D.E.

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Table 5

References to other adverse effects of smoking in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 22	190	1939	Proetz, Arthur	Philip Morris Grant	"The deposit of tar so produced stopped the action of the cilia, probably by its mechanical presence, and by the drying action of the smoke stream."	Tar deposits in lungs of rabbits forced to inhale cigarette smoke
B 17, N 4	68	1959	Blackburn, Henry; Josef Brozek & Henry L. Taylor	Tobacco Industry Research Committee Grant	"Lung volume measurements were made in a group of middle ages males...The small but interesting differences in lung volumes between smoker and nonsmokers make up the substance of this report."	
B 17, N 4	74	1959	Blackburn, Henry; Josef Brozek & Henry L. Taylor	Tobacco Industry Research Committee Grant	"...in smokers compared with nonsmokers, there is a slightly smaller vital capacity and a larger residual volume, little difference in total lung capacity, and an increased residual volume/total lung capacity."	
B 17, N 4	72	1959	Blackburn, Henry; Josef Brozek & Henry Taylor	Tobacco Industry Research Committee Grant	"In...smokers the vital capacity is smaller and residual volume larger than in nonsmokers. The differences found are in the direction to be expected is smoking is the cause of repetitive bronchial irritation and increased airway resistance."	see comment above
B 17, N 5		1963	Ellis, S. C.	British American Tobacco Company	"The main conclusion is that while the factor of safety of tobacco smoke may be less than the very large one that we originally estimated it still seems most unlikely that it can have any bearing on the lung cancer problem."	Letter to R. S. Wade in Canada.
B 17, N 6	2	1968	Imperial Tobacco Co.	Imperial Tobacco Limited (B.A.T.Co.)	"Judging the significance of 'tar' for human health means first weighing the probability that mouse skin cancer can be extrapolated to human bronchial tissue."	Explanation of points made by Imperial and sent to the Ministry of cigarette smoke composition data.
B 17, N 6	3	1968	Imperial Tobacco Co.	Imperial Tobacco Limited (B.A.T.Co.)	"...might reduce the risk of lung cancer provided that (b) they do not inhale the smoke more (possibly as a result of reduced irritation)."	Explanation of points made by Imperial and sent to the Ministry of cigarette smoke composition data. Discussion of reduced 'tar' yield as possible factor in reducing lung cancer
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"As far as the reduction of side effects is concerned, this can be achieved by reducing to a minimum materials other than nicotine..."	B.A.T. Group Research; problems and research policy.
B 17, N 8	3	1970	Green, S. J.	British American Tobacco	"Cigarettes will be connected increasingly with a wide range of diseases."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Apart from toxicological considerations, the pharmacology of nicotine in doses similar to those absorbed from tobacco smoke inhalation is also relevant to the evaluation of the health hazard."	

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Table 6

References to nicotine delivery and compensation in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 4	239	1942	Haag, H. B. & P. S. Larson	American Tobacco Company Grant	"...the effect of pH is exerted not so much on the absorbing tissue as on the drug, by determining the proportion of the drug in the free and combined states. Free nicotine is readily absorbed, while its ion is poorly absorbed, if at all."	Grantor not mentioned in publication. The publication focused on urinary excretion of nicotine as affected by pH of the urine.
B 17, N 9	2	1943	Weatherby, J. H.	American Tobacco Company Grant	"...the lower biologic activities of solutions of alkaloids with lower pH values are in keeping with this view, because the salts are generally believed to be much more highly ionized than the free bases.	Grantor not mentioned in publication.
B 17, N 9	2	1943	Weatherby, J. H.	American Tobacco Company Grant	"...with alkaloids, there is a change in the ratio between free base and salt with a change in pH..."	Grantor not mentioned in publication.
B 17, N 10	98	1945	Flnnegan, J. K.; P. S. Larson & H. B. Haag	American Tobacco Company Grant	"It would seem clear from these results that with many individuals nicotine becomes a major factor in their cigarette habit."	Grantor not acknowledged in the publication.
B 17, N 2	3	1965	Green, S. J.	British American Tobacco	"Long Term Testing: 4. The ammonia-treated cigarette"	"Biological Testing" BAT's company decision to carry out biological testing with Green's handwritten additions
B 17, N 2	3	1965	Green, S. J.	British American Tobacco	Under I; Short Term Testing: 2. Range of pipe tobaccos.- *high + low pH.*	"Biological Testing" BAT's company decision to carry out biological testing under project heading Project Janus (carcinogenic testing) with Green's handwritten additions (in italics)
B 17, N 2	4	1965	Green, S. J.	British American Tobacco	Under III; 2. Ammonia treatment. 5. Chemical Additives. 5b0 Aluminum sulfate/ammonia"	Under III; Research within the BAT Group
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"So that a good part of the tobacco industry is concerned with the administration of nicotine to consumers."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"We must also consider that there are two sites for nicotine absorption. First, in the mouth, associated with pipes and cigars and secondly, in the lung, which is associated with cigarettes."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"Strictly, of course, a cigarette is a dual purpose smoking article leading to absorption of nicotine in either the mouth or the lung or in both. We are mainly concerned with cigarettes..."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	3	1968	Green, S. J.	British American Tobacco	"One other factor should be mentioned; accepting the assumptions above, there is an implied duty to administer the minimum nicotine necessary and to do this we should aim to establish what this minimum should be."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)

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References to nicotine delivery and compensation in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"If this assumption is correct two long-range research projects become immediately apparent. These are to find pharmacological alternatives to nicotine and to explore alternatives to tobacco as a source of nicotine."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"However, our main consideration is with tobacco and thus a large part of our research problem can be identified as the improvement in quality by improving the administration of nicotine..."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"...it seems a good assumption that nicotine plays a predominant role for many smokers."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 17, N 7	2	1968	Green, S. J.	British American Tobacco	"...by improving the administration of nicotine, that is:- 1. To make the administration of nicotine more pleasant or more convenient. 2. To reduce undesirable side effects."	B.A.T. Group Research; problems and research policy. See also "A Blue-print for Scientific Research" (attached)
B 16, N 11	1231	1970	Armitage, A. K. & D. M. Turner	Tobacco Research Council Laboratories	"Nicotine in cigar smoke (pH 8.5) is much more readily absorbed through the mucous membranes of the mouth than is nicotine in cigarette smoke (pH 5.3) because there is a higher concentration of unionized nicotine in the relatively alkaline cigar smoke."	
B 16, N 11	1232	1970	Armitage, A. K. & D. M. Turner	Tobacco Research Council Laboratories	"...the pharmacological responses clearly dependent upon the amount of nicotine in the mouth as a free base."	
B 17, N 8	2	1970	Green, S. J.	British American Tobacco	"...a normative forecast that in 25 years there will be a self-administered subconsciously controlled socially acceptable administration technique for drugs without side effects to replace cigarette smoking..."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 17, N 8	2	1970	Green, S. J.	British American Tobacco	"...replace cigarette smoking would demand current research for stimulant-tranquilizers alternative to nicotine and psychological research in the behavioral field covering social acceptance and perceived subjective reaction."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 17, N 8	3	1970	Green, S. J.	British American Tobacco	"Tobacco will remain the cheapest source of nicotine at least until 1980."	Planning Conference R. & D., Forecast for cigarette smoking and cigarettes.
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"Investigations at R. & D.E. are aimed at finding out more about the factors controlling nicotine absorption in the human respiratory system."	Notes for a talk on aspects of the function of the R. & D.E.

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References to nicotine delivery and compensation in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 3		1970	Wood, D. J.	British American Tobacco	"Acceptable Smoke Quality 1. Nicotine"	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 3		1970	Wood, D. J.	British American Tobacco	"The presence of nicotine is the reason why the tobacco plant was singled out from all other plants for consumption in this rather unusual way."	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 11	328	1972	Ague', C.	Tobacco Research Council Grant	"It has been shown that despite fixed rates of smoking, similar duration of smoking time and number of puffs, a wide range of doses of nicotine can be obtained smoking cigarettes with identical nicotine content."	
B 17, N 11	328	1972	Ague', C.	Tobacco Research Council Grant	"...these findings support the importance of nicotine in the smoking habit, although other factors may be related to the likableness of tobacco smoking."	Previous smoking habits of habitual smokers are linked to preference for specific nicotine content in cigarettes
B 17, N 11	330	1972	Ague', C.	Tobacco Research Council Grant	"viewed as a self-administration of the drug"	
B 17, N 11	330	1972	Ague', C.	Tobacco Research Council Grant	"The results presented above, strongly suggest that the experience in the smoking habit, is an accurate discriminative factor in the preference for cigarettes and support the view that nicotine is the main determinant in the likableness of smoking."	
B 17, N 12	4	1972	Green, S. J.	British American Tobacco	"Nicotine Administration: Alternative pharmacological agents; Side-effects; Contra-indications; Dose levels"	The Association of Smoking and Disease: approaches to problems in the association (handwritten chart)
B 17, N 12	4	1972	Green, S. J.	British American Tobacco	"Nicotine administration--->Smoking articles--->Inhalables-->Blend (filter, tar/nic, paper, physical)--->Mouth & Lungs"	The Association of Smoking and Disease: approaches to problems in the association (handwritten chart)
B 17, N 12		1972	Green, S. J.	British American Tobacco	"Should we actively seek alternatives to nicotine?"	The Association of Smoking and Disease
B 17, N 12		1972	Green, S. J.	British American Tobacco	"We might also increase the present very small effort aimed at finding or creating alternatives to nicotine. This might be coupled with some positive P.R. effort to rectify to some extent the current picture of nicotine as a harmful constituent of smoke."	The Association of Smoking and Disease
B 17, N 12		1972	Green, S. J.	British American Tobacco	"A preliminary list of assumptions is suggested: 8) Attempts will be made to find pharmacological agents alternative to nicotine and non-tobacco materials in cigarette will increase."	The Association of Smoking and Disease: future involvement of cigarette manufacturers with social policy in the health and medical fields.
B 17, N 13	2	1973	Green, S. J.	British American Tobacco	"Tobacco will remain the cheapest source of nicotine at least until the 1980's."	A restatement for R & D.'s involvement into corporate planning. Called Senior Management Programme

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References to nicotine delivery and compensation in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 12	8	1973	Hargrove (?)	British American Tobacco	"AMCEL: Smoke: Disadvantages: decreased level of nicotine."	Draft summary of three types of NSM (non-smoke material) BATFLAKE; AMCEL; NSM
B 16, N 13	4	1974	Green, S. J.	British American Tobacco	"Strategies: 13. B-A.T. will investigate and stimulate the development of alternatives to nicotine."	Smoking and Health; Assumptions discussion notes.
B 17, N 14	2	1974	H, F. (?)	British American Tobacco	"Any trend towards lower nicotine delivery cigarettes would probably be coupled with developments aimed at 'increasing' the physiological activity of nicotine."	List of envisioned products and technical developments
B 17, N 15	p1-2	1975	Green, S. J.	British American Tobacco	"If nicotine is the main factor, we may regard it as important to measure other smoke constituents made available to the smoker and to provide the smoker with a choice of nicotine contents."	Basis for Research in Smoking
B 17, N 16	10	1976	Author unknown	British American Tobacco	"Further, while the addition of nicotine would give more freedom of cigarette design in some circumstances, because of the legal and public relations problems...nicotine, as an isolated identifiable chemical material, should not be added in our products."	B.A.T. Board Plan; Smoking and Health
B 17, N 16	10	1976	Author unknown	British American Tobacco	"However these objections do not refer to tobaccos or tobacco extracts which contain nicotine."	B.A.T. Board Plan; Smoking and Health Objections are to the addition of nicotine as isolated material.
B 17, N 16	11	1976	Author unknown	British American Tobacco	"It would appear, however, that this view is beginning to change, due to the belief that some cigarette smokers could carry over their inhalation habits when switching from cigarettes to cigars (particularly little cigars."	B.A.T. Board Plan; Smoking and Health The view mentioned concerns the assumption made by medical authorities that cigar smoke is less hazardous because it is not inhaled.
B 17, N 17		1978	Green, S. J.	British American Tobacco	"We also have known since the early sixties that it is easy to cheat the league tables.	Green's handwritten notes concerning the Harrision smoking machine.
B 17, N 18	2	1978	H. R. B.	Tobacco Advisory Council	"...can regulate their intake of 'tar' over a very wide range indeed by altering the numbers of cigarettes they choose to smoke, the amount of each cigarette that choose to smoke and the degree to which they choose to inhale the smoke."	smokers need not (and the great majority do not) smoke their cigarettes in this particular standard manner, and
B 17, N 18	3	1978	H. R. B.	Tobacco Advisory Council	"There are circumstances in which smoker(s), when switching to a brand with reduced 'tar yield', will tend to 'compensate' whether consciously or sub-consciously.."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.

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Table 6

References to nicotine delivery and compensation in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 18	3	1978	H. R. B.	Tobacco Advisory Council	"...'compensate'...in such a way as to restore to some extent the loss of 'satisfaction' associated with the reduced 'tar yield' itself, or associated with some inevitable consequence of the reduced 'tar yield', for example reduced nicotine yield..."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.
B 17, N 18		1978	H. R. B.	Tobacco Advisory Council	"3) the factors which determine the acceptability of cigarette brands to consumers are complex. Among them however, nicotine is certainly one important determinant...nicotine was the most important single determinant of consumer acceptability."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.
B 17, N 18	12	1978	H. R. B.	Tobacco Advisory Council	"4) the relationship between acceptability and nicotine yield...acceptability was found to decline steeply below an optimum level of nicotine yield."	Memorandum for Members of the Independent Scientific Committee on Smoking and Health.
B 16, N 19	32	1978	Kilburn, K. D.	British American Tobacco	"Substances closely related to active compounds in tobacco could include analogues of the nicotine alkaloids."	Under the heading "Cigarettes Containing Pharmacologically-Active Substances Not of Tobacco Origin."
B 16, N 19	39	1978	Kilburn, K. D.	British American Tobacco	"...there must exist a possibility that vapour treatment of tobacco could accelerate the transfer of nicotine..."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	65	1978	Kilburn, K. D.	British American Tobacco	"Characteristics in a Smoking Device 3. The rate of release of specific compounds should be controllable on a puff by puff basis."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 22	38	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Human subjects appear to modify their smoking behavior to maintain the total dosage of nicotine when they smoke cigarettes of varying nicotine content. The smoking rate decreases when subjects receive nicotine either orally or intravenous."	
B 16, N 22	40	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The present worldwide campaign towards low-tar, low nicotine cigarettes faces the problem that nicotine-seeking smokers will need to inhale more smoke to obtain their nicotine requirement and in so doing inhale more tar."	

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Table 6

References to nicotine delivery and compensation in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 19	7	1979	Gaisch, H.	Philip Morris	"When a paper of increased inherent porosity is used, the prime effect is dilution of the smoke and the reduction in both the particulate phase (tar) and the gas phase of each puff."	Letter and accompanying paper sent to the T.A.C. and to Lord Hunter.
B 17, N 19	7	1979	Gaisch, H.	Philip Morris	"However, the reduction in nicotine is less than the reduction in tar and the nicotine to tar ratio is therefore increased."	Letter and accompanying paper sent to the T.A.C. and to Lord Hunter.
B 17, N 20	53	1982	Dube, Michael F. and C. R. Green	R. J. Reynolds Tobacco Company	"The smoke which exits from the cigarette depends, to a large degree, on the way in which the cigarette is smoked. In the laboratory, all cigarettes are smoked by machine. Obviously, people do not smoke in the ideally systematic manner of machines."	
B 17, N 21	65	1984	Durocher, Donald F.	Kimberly-Clark Corporation	"The choice between using tipping paper perforated by mechanical, electrical or laser means is generally dictated by the level of dilution required and the degree of visibility of the perforations that is acceptable."	
B 17, N 22	11	1994	Byrd, Gary D.; John N. Robinson, William S. Calwell, and J. Donald deBethizy	R. J. Reynolds Tobacco Company	"...the FTC method suffers from the fact that humans do not necessarily smoke like machines and a prediction of smoke exposure based on the FTC method is only a rough estimate for an individual smoker."	
B 17, N 22	11	1994	Byrd, Gary D.; John N. Robinson, William S. Calwell, and J. Donald deBethizy	R. J. Reynolds Tobacco Company	"Nicotine uptake by smokers is not only influenced by product composition and design, but also by smoker-controlled parameters...and physiological parameters such as pH of mucosal membranes."	Smoker-controlled parameters include "puffing patterns, depth of inhalation, number and frequency of cigarettes, etc.".
B 17, N 22	138		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"...since the doses of nicotine supplied in the course of normal tobacco-use are of an order of magnitude producing, or capable of producing, pharmacological effects in the individual user..."	

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Table 7 152

References to manufacturing and processing in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
N 18, N 1	18	1975	Jenkins, Robert W., Jr. and R. A. Comes	Philip Morris Research Center	"Nicotine appears to be influenced in its tobacco filtration by either paper porosity, filler composition, and/or sugar content of the tobacco."	
N 18, N 1	18	1975	Jenkins, Robert W., Jr. and R. A. Comes	Philip Morris Research Center	"The possible influence of the smoke pyrolysis products of glucose on the tobacco filtration of the volatile portion of TPM may also be a function of chemical reactivity as well as a simple condensation reaction."	
B 18, N 2	127	1976	Senkus, Murray	R. J. Reynolds Tobacco Co.	"...the alkaloids, and nicotine in particular, are the key factors in leaf quality and smoking satisfaction."	
B 18, N 2	127	1976	Senkus, Murray	R. J. Reynolds Tobacco Co.	"Thus among the components of tobacco we can single out nicotine as a major quality factor, and because of its unique chemical character, we can regulate the sensory strength ascribed to nicotine by adjusting the amounts of other components in the blend."	"e. g., the sugars"
B 18, N 3	21	1981	Spears, A. W. and S. T. Jones	Lorillard	"The 0-6 mg 'tar' segment shows a significant difference in tobacco nicotine level from the other two and a trend toward increasing nicotine over time."	Refers to Tables I and II: Sales Weighted Nicotine (%)
B 18, N 3	22	1981	Spears, A. W. and S. T. Jones	Lorillard	"Based on these trends, one would conclude that the lowest 'tar' segment is composed of cigarettes utilizing a tobacco blend which is significantly higher in nicotine."	Refers to Tables I and II: Sales Weighted Nicotine (%)
B 18, N 3	22	1981	Spears, A. W. and S. T. Jones	Lorillard	"Although one cannot conclude that this has been achieved solely by the selection of tobacco, it does indicate a trend toward the use of tobacco with higher nicotine levels."	Refers to Tables I and II: Sales Weighted Nicotine (%) Lowest 'tar' segment using a tobacco blend higher in nicotine.
B 18, N 3	24	1981	Spears, A. W. and S. T. Jones	Lorillard	"Higher nicotine levels can be achieved by decreasing Oriental and the stem and tobacco sheet and increasing the Burley and upper stalk positions of both the Flue-cured and the Burley tobacco."	How higher nicotine levels can be achieved.
B 18, N 3	27	1981	Spears, A. W. and S. T. Jones	Lorillard	"The raw materials from which the tobacco sheets are formed are low in nicotine and tobacco aromatics. Consequently, tobacco sheet is a relatively poor contributor to smoke aroma and strength."	

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Table 7

References to manufacturing and processing in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 18, N 3	31	1981	Spears, A. W. and S. T. Jones	Lorillard	"Chaplin has indicated that in the early work, varieties which yielded less 'tar' also had reduced nicotine levels. Current research is directed toward increasing the nicotine levels while maintaining or marginally reducing the 'tar' deliveries."	
B 18, N 3	31	1981	Spears, A. W. and S. T. Jones	Lorillard	"Such research will only be successful if the flavor of the tobacco is maintained and new varieties are high in other quality parameters."	Research into increasing nicotine levels and maintaining 'tar' levels.
B 18, N 4	178	1981	Reynolds, M. L.	Brown and Williamson Tobacco Corp.	"Ultra low tar cigarettes also use blends which contain about 20% more nicotine. This seems in part due to diminished use of reconstituted tobacco, stem, and Oriental tobaccos, and in part due to increased use of more flavorful upper stalk tobaccos."	
B 18, N 5	149	1982	Vello, Norman	Lorillard Research Center	"Along with filters there have been five other principle factors which have had a varied degree of influence on smoke chemistry:..."	These include "changes in cigarette paper, ventilation through the tip, reconstituted tobacco, expanded tobacco and blend and flavorant changes..."
B 18, N 5	162-164	1982	Vello, Norman	Lorillard Research Center	"Obviously, in highly ventilated cigarettes, the relative composition of smoke is very different from that in filter cigarettes and is really in the direction of non-filters."	
B 18, N 5	168	1982	Vello, Norman	Lorillard Research Center	"As various means were used to gradually lower cigarette smoke yields there has been a tendency to use more Burley in order to impart more impact to smoke."	
B 18, N 5	168	1982	Vello, Norman	Lorillard Research Center	"...Burley smoke is considerably richer in ammonium compounds and volatile bases and poorer in various acidic compounds."	
B 18, N 6	138	1984	Baker, Richard R.	British-American Tobacco Co. Ltd.	"Nicotine and other semivolatile components are generally reduced by less than the level of dilution, probably because the mechanism of transfer from tobacco onto smoke particles is facilitated by the longer residence times of smoke particles..."	

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Table 8

References to pharmacologic effects in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 3	717	1940	Mulinos, Michael G. & Israel Shulman	Philip Morris Grant	"...three factors each of which may independently produce vasoconstriction. These are: 1, the pharmacologic activity of the constituents of the smoke (nicotine; etc.); 2, irritation; and 3, the deep inhalation."	The act of inhalation is associated with...
N 18, N 7	559	1943	Jacobson, Edmund	R. J. Reynolds Grant	"Among the whole number...9 said that it satisfied a desire or craving..."	Reasons given for smoking from 100 smokers questioned.
N 18, N 7	559	1943	Jacobson, Edmund	R. J. Reynolds Grant	"One hundred of our *Ss* replied thus when asked why they smoked: to relieve tension or to relax, 40; because of habit, 43."	
B 17, N.10	96	1945	Finnegan, J. K.; P. S. Larson & H. B. Haag	American Tobacco Company Grant	"6 experienced an initial vague lack in the satisfaction that they normally derived from smoking..."	Grantor not acknowledged in the publication. Comments of 6 of 24 participants in a study who were switched to a low nicotine cigarette.
B 16, N 8	971	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"The stimulant effect, we suggest, comes from the actual pharmacological action of nicotine."	Two effects of smoking: relaxation (from deep inhalation) and stimulation.
B 17, N 7		1968	Green, S. J.		"There are several identifiable reasons why people start and continue to smoke. 1. Social. 2. Sensory motor aspects. 3. Psychopharmacological. 4. Conditioned reflex."	B.A.T. Group Research; problems and research policy.
B 18, N 8	1	1970	Appendix C	British American Tobacco	"We know that the pharmacological effects of nicotine are likely to be very important for some smokers at some times but we are also aware that psychological factors are also important."	Research Into Tobacco Products and Their Use
B 18, N 8	2	1970	Appendix C	British American Tobacco	"If nicotine is the main factor, we may regard it as important to measure other smoke constituents in relation to the amount of nicotine made available to the smoker and to provide the smoker with a choice of nicotine contents."	Research Into Tobacco Products and Their Use
B 18, N 9	9	1970	Hargrove, G. C.	British American Tobacco	"...the industry must ensure that the level set is still an acceptable smoke...by putting forward...the point that if the level is so low that the consumer does not get adequate satisfaction, he may well increase his personal consumption to achieve this."	An acceptable smoke refers to an acceptable level of tar/nicotine. A strictly confidential document sent To all No. 1s of Associated Companies.
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"Nicotine has well documented pharmacological action. It is claimed to have a dual effect, acting both as a stimulant and a tranquillizer."	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"It is believed to be responsible for the 'satisfaction' of smoking, using the term in the physiological rather than the psychological sense."	Notes for a talk on aspects of the function of the R. & D.E.

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References to pharmacologic effects in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N 3	7	1970	Wood, D. J.	British American Tobacco	"Possibility of getting satisfaction from fairly low nicotine cigarettes, provided sufficient nicotine is in the extractable form."	Notes for a talk on aspects of the function of the R. & D.E.
B 17, N 12		1972	Green, S. J.	British American Tobacco	"A preliminary list of assumptions is suggested: 6) The tobacco smoking habit is reinforced or (+) dependent upon the psycho-pharmacological effect(s) mainly of nicotine."	The Association of Smoking and Disease: future involvement of cigarette manufacturers with social policy in the health and medical fields.
B 16, N 13	5	1974	Green, S. J.	British American Tobacco	"Strategies: 18. If necessary, we should point out that a reduction of nicotine below a level satisfactory to the consumer might lead to increased per capita consumption."	Smoking and Health: Assumptions discussion notes.
B 16, N 13	1	1974	Green, S. J.	British American Tobacco	"Assumptions: 12. Man will continue to use psychopharmacological aids, including cigarettes."	Smoking and Health: Assumptions discussion notes.
B 17, N 15	1	1975	Green, S. J.	British American Tobacco	"We know that the pharmacological effects of nicotine and/or other agents are likely to be very important for some smokers at some times but we are also aware that psychological factors are also important."	Basis for Research in Smoking
B 17, N 16	4	1976	Author unknown	British American Tobacco	"...because it is believed that nicotine is the main attractive ingredient for many smokers, BAT aims to get nicotine separated from tar in the minds of those in authority and of the public."	B.A.T. Board Plan: Smoking and Health
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."	Selection of the kinds of tobacco used in blends are based on smoking evaluations.
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"1. The level of fullness, balance and amplitude of flavor characteristic of the tobacco type he is working with..."	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"2. The level of flavor notes that stand out from the complex basic flavor spectrum."	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."
B 18, N 10	113	1976	Rogers, J. D. and A. R. Mitchem	Liggett and Myers Tobacco Co.	"3. The levels of mouth and throat impact (feeling factors) and physiological effect."	"When evaluating the kinds of tobacco within a type, the individual panelist is acting as an analytical instrument. He is determining:..."
B 16, N 19	1	1978	Kilburn, K. D.	British American Tobacco	"...when inhaled, its smoke creates sensations that are satisfying through interactions with, and modification of several physiological systems. The psychological outcome is a willingness to repeat the experience."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E) and Brown and Williamson Corp

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References to pharmacologic effects in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 19	1	1978	Kilburn, K. D.	British American Tobacco	"Tobacco smoking is a sturdy habit...'No Smoking' notices cause people to go out of doors on a cold wet nicotine to have a cigarette."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	60	1978	Kilburn, K. D.	British American Tobacco	"Purpose 1. To generate smoke, taste, and pharmacological effects."	Under the heading "Nature of the Finished Material."
B 16, N 19	63	1978	Kilburn, K. D.	British American Tobacco	"Burning Characteristics 16. The pharmacological effect of smoke should occur rapidly and persist for up o thirty minutes."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	76	1978	Kilburn, K. D.	British American Tobacco	"Human motivation to smoke is the foundation of the tobacco industry. The industry is the commercial response to that motivation."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 19	3	1978	Kilburn, K. D.	British American Tobacco	"How are we to ensure that consumers get what they want from among these alternatives? Creating successful products will require an insight into human condition, human need and the satisfactions of smoking;.."	Author of this restricted report was a part of the Group Research & Development Centre, Regent's Park Road, Southampton. The author thanks B.A.T. Germany, B.A.T. (U.K. & E.) and Brown and Williamson Corp.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"Nicotine is one of the most pharmacologically-active compounds in tobacco smoke."	
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The main actions are central stimulation and/or depression (which vary with the individual)...and, at larger *doses*, nausea of central origin, associated with vomiting."	The main actions of nicotine.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The main actions are central stimulation and/or depression (which vary with the individual), transient hyperpnoea, peripheral vasoconstriction (usually associated with a rise in systolic pressure), suppression of appetite, stimulation of peristalsis..."	The main actions of nicotine.
B 16, N 22	15	1979	Cohen, A. J. & F. J. C. Roe	Tobacco Advisory Council Sponsored 79-10/79-24/79-25	"The pharmacological effects of nicotine at doses absorbed from smoking (1 mg approx. per inhaled cigarette) are comparatively small."	
B 17, N 23	137		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"Nicotine is both a neuropharmacological agent in its own right, and a pharmacological tool."	

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References to pharmacologic effects in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 17, N3723	137		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"its properties and effects on the central nervous system would command only an academic interest were it not the principle ingredient of a plant used by millions of persons.."	
B 17, N3723	139		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"...'small' doses of nicotine are stimulant to spontaneous activity, while 'larger' doses are depressant."	
B 17, N3723	155		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"This tolerance, however, must be relatively slight, since an increase in 'dosage' of cigarettes or cigars or even abnormally rapid consumption of tobacco, may lead to nausea and vomiting even in habituated smokers."	
B 17, N3723	155		Silvette, H.; E. C. Hoff; P. S. Larson & H. B. Haag	Tobacco Industry Research Committee Grant	"In man, some degree of tolerance to the emetic effect of nicotine develops in habitual smokers, since they do not show the well-known nausea and vomiting exhibited by the novice smoker."	

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Table 9 1572

References to addiction

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 16, N 8	966	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"Nicotine is an active agent (though not necessarily the only noxious agent in tobacco); it appears to have certain addictive qualities."	
B 16, N 8	967	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	"Thus considerable evidence suggests that true physical dependence may develop to tobacco."	
B 16, N 8	971	1963	Knapp, Peter H.; Charles M. Bliss & Harriet Wells	Tobacco Industry Research Committee Grant	heavy smokers are true addicts (habit and physiologic withdrawal)	
B 17, N 3	1	1968	Green, S. J.	British American Tobacco	"There appear to be four recognizable types of smoking behavior: 1. Habitual. 2. Addictive. 3. Enhancing desirable emotions and feelings such as enjoyment or excitement. 4. Decreasing undesirable emotions and feelings such as anger, fear and shame."	B.A.T. Group Research: problems and research policy.
B 18, N 11	1	1977	Green, S. J.	British American Tobacco	"It has been suggested that cigarette smoking is the most addictive of habits-that nicotine is the most addictive drug."	Handwritten note.
B 18, N 11	1	1977	Green, S. J.	British American Tobacco	"But the main factor ensuring continuity of the habit is the dependency induced in smokers."	Handwritten note.
B 18, N 11	2	1977	Green, S. J.	British American Tobacco	"Certainly large numbers of people will continue to smoke because they are unable to give it up. If they could they would (make a rational adult choice to do so). They can no longer be said to make an adult choice. And many new smokers become dependent."	Handwritten note.
B 18, N 18	2	1978	Green, S. J.	British American Tobacco	"To determine the nature and effect of dependence in smoking behavior."	"Interaction of the Product with the Smoker" Objectives
B 18, N 20	2	1978	Lee, P. N.	British American Tobacco	"...work on benefits (for example, the problem of the definition of 'addiction' and the fact that the results might be used against the industry) it was suggested...that within-company research might be more appropriate."	Recommendations, given by the author and Dr. Roe, and accepted by the Research Committee for T. A. C. "In view of the possible difficulties with..."
B 18, N 12		1978	Green, S. J.	British American Tobacco	"It is clearly irresponsible of any government to take no action on cigarette smoking. The strong addiction to cigarette removes freedom of choice from many individuals."	Green's handwritten notes.
B 18, N 17		1978	Green, S. J.	British American Tobacco	"Many smokers wish someone else could make them give up the habit. This book is aimed to help them all - even the very very few who are happy to accept the risks involved."	Green's handwritten unsigned notes on a book on helping addicted smokers. A comparison of the way people read and smoke.
B 18, N 13	1	1979	Green, S. J.	British American Tobacco	"Regard cigarettes as catering for addicts"	Handwritten, unsigned outline entitled "Marketing Cigarettes in the '80s".

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Table 9

References to addiction

in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY/GRANT AFFILIATION	QUOTE	COMMENT
B 18, N 13	1	1979	Green, S. J.	British American Tobacco	"Nevertheless smokers will continue-addiction"	Handwritten, unsigned outline entitled "Marketing Cigarettes in the '80s".
B 18, N 13		1979	Green, S. J.	British American Tobacco	Figure 1. Triangle figure of reasons people smoke.	Handwritten, unsigned outline entitled "Marketing Cigarettes in the '80s".
B 18, N 14	4	1988	Reasor, Barbara A., M. Lance Reynolds (B&W) and R. P. Ferris (BAT)	Brown and Williamson and BAT Ltd.	"Many years ago, Dr. Bob Johnson, a senior scientist in our company, said: 'A good cigarette is one you don't notice when you are smoking it'."	
B 18, N 14	27	1988	Reasor, Barbara A., M. Lance Reynolds (B&W) and R. P. Ferris (BAT)	Brown and Williamson and BAT Ltd.	"...the modern cigarette happens to be very functionally adapted to its job of providing satisfaction in a portable, convenient and efficient manner."	
B 18, N 15	65	1988	Roberts, Donald L.	R. J. Reynolds Tobacco Co.	"Nicotine and its contribution to smoking satisfaction is a subject unto itself; therefore, I will not dwell further on the contribution of nicotine to smoking pleasure.	

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Table 10

References to agricultural practices in writings from within, or sponsored by, the tobacco industry

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY AFFILIATION	QUOTE	COMMENT
B 19, N 1	77	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"As farmers have strived to increase crop yields for the past 10-15 years, a noticeable change has occurred in leaf chemistry especially the increase in nicotine levels."	
B 19, N 1	80	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"There are several factors that can be altered at the farmer level to produce Burley of different styles and taste, with nicotine levels being the most easily influenced."	
B 19, N 1	87	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"...they have introduced several practices which have increased yields and affected leaf chemistry. Fertilization, topping, and sucker control are probably the most important of these practices."	
B 19, N 1	87	1983	Glass, Joe M.	Universal Leaf Tobacco Company, Inc.	"The most notable change in leaf chemistry is higher nicotine"	Higher nicotine levels are due to the processes of fertilization, topping, and sucker control.
B 19, N 2	155	1984	Rodgman, Alan	R. J. Reynolds Tobacco Co.	"However, it is worth noting that Dr. Matzinger is investigating an alternative method of altering the ratio by selecting for increased nicotine alone."	
B 19, N 2	155	1984	Rodgman, Alan	R. J. Reynolds Tobacco Co.	"His results to date demonstrate that increases in nicotine per cycle are proportionately greater than increases in TPM, resulting in a lowering of the ratio."	Selection for increased nicotine through genetic control of tobacco.
B 19, N 3	27	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"In doing so, they change the plant from being a producer of neutral, filler tobaccos to one with the potential for providing flavoury styles with impact."	The results of topping and suckering.
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"Topping increases nicotine accumulation and concentration in the leaves."	
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"The increase is associated with the delay in senescence, the increase in root size and large activity of the enzymes involved in nicotine biosynthesis."	Increase in nicotine accumulation and concentration in the leaves.
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"The increase in reducing sugar content is generally less than that of nicotine, and, consequently the sugar:nicotine ratio invariably decreases."	
B 19, N 3	45	1987	Papenfus, H. D.	Rothmans International Tobacco (UK) Ltd.	"Total particulate matter increases but, because the increase in total alkaloids is larger, the tar:alkaloid ratio in the smoke decreases."	

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Table 11

Industry-funded research

BINDER # ITEM #	YEAR	AUTHOR (S)	TITLE	COMPANY/GRANT AFFILIATION	COMMENT
B 16, N 1	1935	Flinn, Frederick B.	Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes	Philip Morris Grant	
B 16, N 2	1939	Proetz, Arthur	Some Preliminary Experiments in the Study of Cigarette Smoke and Its Effects Upon the Respiratory Tract	Philip Morris Grant	
B 16, N 3	1940	Mullnos, Michael G. and Israel Shulman	The Effects of Cigarette Smoking and Deep Breathing on the Peripheral Vascular System	Philip Morris Grant	
B 16, N 4	1942	Haag, H. B. and P. S. Larson	Studies on the Fate of Nicotine in the Body I. The Effect of pH on the Urinary Excretion of Nicotine by Tobacco Smokers	American Tobacco Company Grant	Grantor not acknowledged
B 16, N 5	1942	Weatherby, J. H.	Skin Temperature Changes Caused By Smoking and Other Sympathomimetic Stimuli	American Tobacco Company Grant	Grantor not acknowledged
B 19, N 4	1943	Haag, H. B. and P. S. Larson	Some Chemical and Pharmacological Observations on "Low Nicotine" Tobacco	American Tobacco Company Grant	Grantor not acknowledged
B 18, N 7	1943	Jacobson, Edmund	Muscular Tension and the Smoking of Cigarettes	R. J. Reynolds Tobacco Company	
B 17, N 9	1943	Weatherby, J. H.	Concerning the Mechanism of Membrane Semipermiability	American Tobacco Company Grant	Grantor not acknowledged
B 17, N 10	1945	Finnegan, J. K., P. S. Larson and H. B. Haag	The Role of Nicotine in the Cigarette Habit	American Tobacco Company Grant	Grantor not acknowledged
B 19, N 5	1947	Finnegan, J. K., Doris Fordham, P. S. Larson and H. B. Haag	A Quantitative Method for the Measurement of Cigarette Smoke Irritation	American Tobacco Company Grant	Grantor not acknowledged
B 17, N 1	1947	Finnegan, J. K., P. S. Larson and H. B. Haag	Studies on Cigarette Smoke Irritation. II. The Role of Nicotine	American Tobacco Company Grant	Grantor not acknowledged
B 19, N 6	1948	Wolff, William A., Marina A. Hawkins and W. E. Giles	Nicotine in Blood in Relation to Smoking	William Esty and Co., Inc. Grant	Sponsor is an advertising firm for R. J. Reynolds (Camel)
B 19, N 7	1948	Wolff, William A., Marina A. Hawkins and W. E. Giles	The Spectrophotometric Estimation of Nicotine in Blood	William Esty and Co., Inc. Grant	Sponsor is an advertising firm for R. J. Reynolds (Camel)
B 19, N 8	1958	Heath, Clark W.	Differences Between Smokers and Nonsmokers	Tobacco Industry Research Committee Grant	
B 17, N 4	1959	Blackburn, Henry, Josef Brozek and Henry Taylor	Lung Volume in Smokers and Nonsmokers	Tobacco Industry Research Committee Grant	
B 19, N 9	1959	Bowman, Edward R., Lennox B. Turnbull and Herbert McKennis, Jr.	Metabolism of Nicotine in the Human and Excretion of Pyridine Compounds by Smokers	Tobacco Industry Research Committee Grant	
B 16, N 8	1963	Knapp, Peter H., Charles Michael Bliss and Harriet Wells	Addictive Aspects in Heavy Cigarette Smoking	Tobacco Industry Research Committee Grant	
B 19, N 10	1965	Kershbaum, Alfred, Samuel Bellet and Rostam Khorsandian	Elevation of Serum Cholesterol After Administration Of Nicotine	Tobacco Industry Research Committee Grant	
B 19, N 11	1966	Aviado, Domingo M., Milan Samanek and Luis E. Folle	Cardiopulmonary Effects of Tobacco and Related Substances	Council for Tobacco Research Grant	

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 11

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Industry-funded research

BINDER # ITEM #	YEAR	AUTHOR (S)	TITLE	COMPANY/GRANT AFFILIATION	COMMENT
B 19, N 12	1967	Beckett, A. H. and E. J. Triggs	Enzyme Induction in Man Caused by Smoking	Tobacco Research Council Grant	
B 16, N 11	1970	Armitage, A. K. and D. M. Turner	Absorption of Nicotine in Cigarette and Cigar Smoke Through the Oral Mucosa	Tobacco Research Council Laboratories	
B 19, N 13	1971	Beckett, A. H., J. W. Gorrod and P. Jenner	The Analysis of Nicotine-1'-N-Oxide in Urine, in the Presence of Nicotine and Cotinine, and its Application To the Study of In Vivo Nicotine Metabolism in Man	Tobacco Research Council Grant	
B 19, N 14	1971	Beckett, A. H., J. W. Gorrod and P. Jenner	The Effect of Smoking on Nicotine Metabolism in Vivo in Man	Tobacco Research Council Grant	
B 17, N 11	1972	Ague', C.	Nicotine Content of Cigarette and the Smoking Habit: Their Relevance to Subjective Ratings of Preferences in Smokers	Tobacco Research Council Grant	
B 17, N 23		Silvette, H., E. C. Hoff, P. S. Larson and H. B. Haag	The Actions of Nicotine on Central Nervous System Functions	Tobacco Industry Research Committee Grant	

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 12
1505

Some Non-Tobacco Trademarks Owned by US Tobacco Companies That Use Brand Names of Tobacco Products

[Trademark name (registration date; registration number)]
[First use = First use in commerce]

Philip Morris

Benson & Hedges Privileges Club (10/24/89; 1,562,756)
Association services, namely, promoting the interests of members by offering discounts on food, lodging, and entertainment. First use: 7/11/88.

Benson & Hedges Priviledges Club (2/13/90; 1,582,503)
Magazines and newsletters pertaining to food, entertainment and travel. First use: 8/15/88.

Benson & Hedges Blues (10/31/89; 1,563,874)
Entertainment services, namely the sponsorship of musical events. First use: 10/12/88.

The Marlboro Cup (10/29/74; 996,907)
Entertainment services.

Marlboro Ski Challenge (7/24/84; 1,287,359)
Entertainment services -- Namely, the Promotion of Recreational Ski Racing. First use: 12/18/82.

Marlboro Country Store (12/23/75; 1,028,256)
Retail Western Store Clothing and Equipment, Mail Order Services, Variety Store Mail Order Services. First use: 9/15/72.

The Marlboro Country Store (4/13/82; 1,193,647)
Cooking Pots (Porcelein Enamel). First use: 9/11/79.

The Marlboro Country Store (10/19/82; 1,213,316)
Blankets. First use: 9/11/79.

The Marlboro Country Store (4/13/82; 1,193,663)
Hats and Boots. First use: 9/11/79.

Sources: The Trademark Register of the United States 1994. Washington, DC: The Trademark Register (Patent Searching Service), 1994.

CD-ROM of US Trademarks, US Patent and Trademark Office, August 1995 (listings with "first use" dates).

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 12
275

Philip Morris, continued...

The Marlboro Country Store (4/20/82; 1,194,024)
Articles of Leather -- Namely, Belts and Vests. First use: 9/11/79.

Wild West Collection[1] (3/8/94; 1,825,199)
Clothing, Namely, Overcoats, Shirts, Vests, Boots, Neckerchiefs, Hats. First use: 10/14/86.

Marlboro (5/26/81; 1,155,664)
Tennis Caps. First use: 2/1/78.

Marlboro (8/4/81; 1,163,995)
Soft Drinks. First use: 8/15/79.

The Marlboro Chuckwagon (11/18/75; 1,025,432)
Restaurant services. First use: 8/18/71.

Marlboro (9/22/81; 1,170,584)
Travel Agency Services. First use: 4/7/79.

Marlboro Abenteuer Reisen[2] (9/8/81; 1,168,697)
Travel Agency Services. First use: 4/7/79.

Philip Morris Superband (7/25/89; 1,549,547)
Entertainment services in the nature of bands, concerts and music workshops. First use: 11/8/85.

The Virginia Slims Collection (8/21/73; 966,565)
Clothing.

Virginia Slimswear (9/8/92; 1,713,786)
Jackets, Sweatpants, Sweatshirts, Shirts, Leotards, Scarves and Jumpsuits. First use: 4/15/86.

Virginia Slims (5/08/73; 958,776)
Entertainment services -- Namely, Tennis Tournaments. First use: 9/23/70.

Virginia Slims & Design (8/14/84; 1,290,474)
Sponsoring and Conducting Tennis Matches. First use: 4/26/82.

Virginia Slims (7/6/82; 1,200,609)
Soft Drink. First use: 8/15/79.

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[1] While this mark does not use the brand name, "Marlboro", it has been used in connection with promotions for Marlboro brand cigarettes.

[2] "'Abenteuer Reisen' can be translated as 'Adventurous Touring'."

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 12
375

RJ Reynolds

Camel Challenge, GT & Design (2/05/74; 978,354)
Entertainment Services.

Camel, Design of a (3/26/74; 981,452)
Entertainment Services.

Camel GT (11/15/83; 1,257,940)
Entertainment Services -- Namely, Sponsoring and Promoting Auto Racing Events. First use: 1/4/82.

Camel (1/29/85; 1,317,323)
Entertainment Services -- Namely, Sponsoring and Promoting Motor Racing Events. First Use: 1/1/83.

Camel 75th Birthday and design (12/27/88; 1,518,078)
Clothing.

Doral-Ryder Open & Design (12/22/87; 1,470,111)
Entertainment Services.

Winston Cup (8/08/78; 1,099,001)
Entertainment Services -- Namely, Sponsoring and Promoting Auto Racing Events. First use: 2/71.

Winston Racing Series & Design (11/15/83; 1,257,939)
Entertainment Services -- Namely, Sponsoring and Promoting Auto Racing Events. First use: 1/13/82.

Winston West (8/08/78; 1,099,002)
Entertainment Services -- Namely, Sponsoring and Promoting Auto Racing Events. First use: 2/71.

Winston West Series & Design (11/29/83; 1,259,638)
Entertainment Services -- Namely, Sponsoring and Promoting Auto Racing Events. First use: 1/6/82.

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Copenhagen Racing (3/14/89; 1,530,146)
Entertainment Services, Namely -- Participating in professional stock, modified and formula automobile races and publishing informational material to the public concerning the schedule and locations for these races. First use: 7/4/83.

CW Copenhagen It Satisfies (12/13/88; 1,516,594)
Clothing, namely t-shirts, vests, sweatshirts, sweatpants, sweaters, jackets, shirts and caps. First use: 1/4/88.

Copenhagen/Skoal Racing (1/26/93; 1,748,952)
Entertainment Services, namely, participating in professional stock, modified and formula automobile races. First use: 1/15/87.

Copenhagen/Skoal Shootout (12/1/92; 1,737,155)
Entertainment Services, namely, participating in sprint car races. First use: 1/31/85.

Copenhagen/Skoal Crusher (7/21/92; 1,702,182)
Entertainment Services, namely, participating in car demolition derbies. First use: 2/1/86.

Copenhagen/Skoal Pulling Circuit (6/27/89; 1,545,703)
Entertainment Services.

Copenhagen Skoal (4/21/81; 1,151,950)
Entertainment Services, namely, rodeo, calf roping, bull riding, barrel racing, country-western music and televising rodeos. First use: 3/76.

Copenhagen/Skoal Rodeo Superstars Championship (9/29/81; 1,171,663)
Entertainment services, including rodeo, calf roping, bull riding, barrel racing, country-western music and television rodeos. First use: 4/27/78.

Copenhagen/Skoal Rodeo Superstars Championship (12/22/81; 1,183,263)
Entertainment Services, namely, sponsoring and promoting rodeos and televising the same. First use: 4/27/78.

Copenhagen/Skoal Scholarship Award Program (11/01/88; 1,511,282)
Promoting, sponsoring and conducting rodeos. First use: 5/1/87.

Copenhagen/Skoal Pro Rodeo (5/31/88; 1,490,574)
Promoting, sponsoring and conducting rodeos. First use: 6/1/87.

Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 12
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UST, continued...

Copenhagen/Skoal Pro Rodeo (5/31/88; 1,490,575)
Promoting, sponsoring and conducting rodeos. First use: 6/1/87.

Copenhagen/Skoal All Pro Team (3/14/89; 1,530,147)
Entertainment Services.

Skoal Racing (6/28/88; 1,494,580)
Entertainment Services.

Skoal Outdoors (7/23/91; 1,651,746)
Entertainment Services.

Skoal Event Promotions (9/22/92; 1,718,860)
Entertainment Services.

Skoal Classic Racing (12/18/90; 1,628,667)
Entertainment Services.

Skoal Bandit Event Promotions (10/22/91; 1,662,017)
Promoting, sponsoring and conducting events relating to boating, fishing, rattlesnake round-ups, snowmobiling, softball games and timber shows. First use: 1/15/87.

Skoal Bandit (1/5/88; 1,471,693)
Entertainment services, namely, participating in professional auto races. First use: 2/15/81.

Skoal Bandit (12/17/87; 1,469,436)
Entertainment Services, namely, participating in professional auto races. First use: 7/11/81.

Skoal Bandit Racing (11/22/88; 1,513,984)
Entertainment services, namely, participting in professional auto races for stock cars, modified cars, or "formula" type cars. First use: 2/6/87.

Skoal Bandit Racing (4/14/92; 1,683,290)
Entertainment services, namely, participating in professional stock, modified and formula automobile races and publishing informational material for the public concerning the schedule and location for these races. First use: 2/5/81.

Skoal Bandit Monster Truck (10/05/93; 1,796,540)
Entertainment Services.

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 13

Photographic References to Moist Snuff Products

NASCAR Winston Cup 25th Anniversary

Silver edition commemorative book
UMI Publications: Charlotte, NC, 1995

Skoal and Skoal Bandit

Pages: 4, 64, 78, 176, 181, 211, 260, 263, 267, 285, 286, 291, 297, and 309.

Kodiak

Pages: 78, 79, 234, 245, 250, 252, and 258.

Levi Garrett

Pages: 78, 212, 223, and 248.

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

Table 14

Handwriting sample of S. J. Green

BINDER # ITEM #	PAGE	YEAR	AUTHOR (S)	COMPANY AFFILIATION	QUOTE	COMMENT
B 19, N 15		1967	Green, S. J.	British American Tobacco	writing sample	
B 17, N 7		1968	Green, S. J.	British American Tobacco	writing sample	Attachment: "A Blue-Print fo Scientific Research"
B 19, N 16		1975	Green, S. J.	British American Tobacco	writing sample with signature	Cigarette Smoking and Causal Relationships
B 19, N 17		1979	SRI	SRI	writing sample	Green's writing on "SRI International: on organ. change & its agents"

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

American Society of Addiction Medicine - ASAM
Docket No. 95N-0253J / 95N-0253
Appendix - Binder # 1 - Marlboro

CONTENTS

Marlboro	Item #
1995 "Marlboro Country Store: Marlboro Gear" includes a catalog and sweepstakes (mail item)	24
1995 "Marlboro Gear: Get It Now" reminder about soon expiring catalog (point of sale card)	25
Photograph of a billboard "Marlboro Unlimited: The Trip", 12/95	26
1995 sweepstakes "Marlboro Unlimited: Get On Board"	27
1995 catalog and sweepstakes "Marlboro Unlimited: Get On Board"	28
"Marlboro Unlimited" includes a 1996 "Marlboro Unlimited Gear 1996 Catalog Calendar", a sweepstakes offer, a "Refer-A-Friend" form, and a "Miles Saver" box (mail item)	29
Matchbook covers based on the "Marlboro Unlimited" catalog (12/95)	30
Matchbook covers based on the "Marlboro Unlimited" catalog (12/95)	31
Photograph of "Marlboro Country Travel" (Paris, 1994)	32
Photograph of store front for "Marlboro Classics" (Paris, 1994)	33
Photograph of store front for "Marlboro Classics" close-up (Paris, 1994)	34
Photograph of display of "Marlboro Racing Watch" (Lisbon, 1995)	35
Catalog of "Marlboro Racing Watch" (Lisbon, 1995)	36
"Marlboro Grand Prix Magazine: Marlboro Racing Team" insert. Starting grid for the "Marlboro Grand Prix, Meadowlands, New Jersey, 1989 (note the red roof design)	39
"Penske Racing" catalog cover (12/95)	40
Page 3 from "Penske Racing" catalog: available in sizes S to XXL (12/95)	41
Page 4 from "Penske Racing" catalog: baby and child items (12/95)	42
Page 4 from "Penske Racing" catalog: enlargement of baby and child items (12/95)	43

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

American Society of Addiction Medicine - ASAM

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Appendix - Binder # 2 - Camel

CONTENTS

	Item #
Photograph of "Joe Camel" painted on a building in Times Square, New York (1995)	1
Photograph of a "Joe Camel" billboard "Un tipo suave"	2
Photograph of a store window with a neon "Joe Camel" sign	3
Photograph of a portion of a store window with "Camel: Ski Hat: Free with 3-pack purchase" sign	4
Magazine advertisement insert for "Camel Filters; Camel Wides; Camel Specials; and Camel Lights" in "*Rolling Stone*" (11/16/1995)	5
Half Birthday Card with 25 "Camel Cash" (mail item) (1995)	6
Photograph of a "Camel Cash" billboard	7
Photograph of "Camel" beach thongs	8
"Camel Cash Limited Edition Catalog" (1991(2))	9
e Catalog Volume II" Camel Cash catalog (1992 (2))	10
Photograph of a "Camel" earring	11
"The Camel Cash Catalog Volume Three" (1992 (1))	12
"The Official Camel Cash Catalog Volume IV" (1993 (2))	13
"The Official Camel Cash Catalog Volume IV" pocket-sized version (1993 (2))	14
"The all-new Camel Cash Catalog is here!" mail item (1993 (2))	15
"Camel Cash: Steals and Deals" catalog (1993 (2))	16
Photograph of "Play Camel Cash Lotto" underneath a sign for "Lottery Tickets"	17
"Camel Cash Lotto: Winner's Catalog" (1993 (3))	18
"Camel Cash Volume Five: Joe's Place: The Catalog" (1994 (4))	19
"Camel Cash Catalog Six: Get a taste of the Genuine Article" (1994 (3))	20
"Camel Cash Catalog Six: Look Inside For Hot New Items!" (1995 (2))	21
"Camel Cash Hard Goods Catalog" (1995 (3))	22
otocopy of 7 matchbook covers (1991)	23
Photocopy of 7 matchbook covers (1992)	24

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

American Society of Addiction Medicine - ASAM

Docket No. 95N-0253J / 95N-0253

Appendix - Binder # 2 - Camel

CONTENTS

	Item #
Photocopy of 4 matchbook covers "Special Lights" (1993)	25
Photocopy of matchbooks numbers 1-5 "Collect all 35 Joe's Place matches" (1993)	26
Photocopy of matchbooks numbers 6-10 "Collect all 35 Joe's Place matches" (1993)	27
Photocopy of 7 matchbook covers (1994)	28
Photocopy of 7 matchbook covers with offer for a free catalog (1994)	29
"The Camel Company: 1995 Summer Preview Catalog" (mail item) (1995)	30
"The Camel Company: 1995 Holiday Catalog" (mail item) (1995)	31
"Camel Trophy: Adventure Watch Sabah Malaysia '93"	32
Photocopy of "Land Rover" advertisement with the "Camel" logo on the vehicle (Malaysia)	33
ntograph of "Camel Trophy: Adventure Watches"	34

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

American Society of Addiction Medicine - ASAM
Docket No. 95N-0253J / 95N-0253
Appendix - Binder # 3 - UST

CONTENTS

UST	Item #
Photograph of store window sign: "Skoal Bandit: The State Lottery Jackpot Is Now"	1
Magazine advertisement for "Skoal" (note: the voluntary message "Not For Sale to Minors" is in an inconspicuous location) (1995)	2
Magazine advertisement for "Skoal Bandit: Celebre Y Gane: $5000 De Mayo"	3
Catalog and free sample offer from "Skoal: Weekend Warrior Sweepstakes"	4
Coupon for "Skoal: Outdoor Sportsman Gear Catalog" (note: cash, check, or money order)	5
"Skoal: Utility Knife"	6
Catalog for "Skoal: Outdoor Sportsman Gear Catalog" (1993)	7
Coupon for "Copenhagen Classic Knife Offer" (note: cash, check, or money order)	8
"Skoal" and "Copenhagen Merchandise Catalog" (note one half is for "Skoal" and the other half is "Copenhagen") (1995)	9
"Copenhagen: Custom Edition Knife"	10
"Skoal: Concert Catalog"	11
Bumper sticker: "Copenhagen Skoal Pro Rodeo: Rodeo With The Best"	12
Page from a "Copenhagen Skoal Pro Rodeo" catalog	13
Photograph of the "Copenhagen Skoal Pro Rodeo Corral" at the "Rock the Rockies" concert Denver, Colorado (05/95)	14
Photograph of "Copenhagen Skoal Outdoors"	15
Photograph of a basketball hoop with a "Skoal Music" banner as a backboard	16
Photograph of a "Skoal" race car	17
Magazine: "Heartland Quarterly: Free Subscription from Copenhagen and Skoal" Fall '95 (mail item)	18
Magazine: "Heartland Quarterly: This free issue compliments of Skoal Flavor Packs" Winter '95 (mail item)	19

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

American Society of Addiction Medicine - ASAM
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Appendix - Binder # 4 - Sundry A

CONTENTS

Sundry: Products, Packaging, Free Offers — **Item #**

ROLL YOUR OWN

Advertisement for "Drum: The Best Things In Life Are Still Made By Hand (from *Rolling Stone*)	1
Advertisement for "Drum: Your Own Rhythm" (from *Rolling Stone*)	2
Newsletter from "Drum" (mail item)	3
Photograph of a T-shirt "Drum Handrolling Tobacco" (mail in offer)	4
Photograph of a package of "Marlboro" cigarette tobacco (Germany, 1994)	5
Photograph of cigarette tobacco and tobacco sticks from "Marlboro" and "Camel" (Germany, 1994)	6

CIGARS

Photograph of "Garcia Y Vega" cigars and an offer for free merchandise (11/95)	7
Order form for a "Free Lighter" and free merchandise from "'Garcia Y Vega" cigars (11/95)	8
Order form for a T-shirt from "Rustlers" filter tipped cigars	9
1995 "Pro & College Guide: Football" from "Winchester" little cigars	10
1995 "All-Time Greatest Players for Every Team: Baseball's Best" from "Winchester" little cigars	11

10'S AND 25'S

Cigarette packages from "Special 10's" (American Tobacco; now a Lorillard brand)	12
Photograph of cigarette packages from "Special 10's" (American Tobacco; now a Lorillard brand)	13
Photograph of cigarette packages from "Newport Menthol Kings" (10's and 20's)	14
Photograph of display for 'Marlboro 10 Cigarettes: Paquets De 10's" (Paris, 1994)	15
Photograph of 3 boxes of "Marlboro" cigarettes in 10-pack form (France, 1994)	16
Photograph of "Camel" cigarettes in 10-pack form (France, 1994)	17
Cigarette packages from "Marlboro 25's" (1995)	18
Photograph of cigarette packages from "Marlboro 25's"	19

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Source: https://www.industrydocuments.ucsf.edu/docs/nnfl0000

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Appendix - Binder # 4 - Sundry A

CONTENTS

Sundry: Products, Packaging, Free Offers — **Item #**

COLLECTOR'S PACKS AND "MICROSMOKE" DESIGNS

Photograph of a Free-standing display of "Joe's Place: This Place is Smokin'" cigarettes (1994)	20
Cigarette packages from "Camel: Collector's Pack" from "Joe's Place" (1994)	21
Cigarette package from "Camel: Collector's Pack" from "Joe's Place" with "Camel Cash (1994)"	22
Photograph of 2 cigarette packages from "Camel: Collector's Pack" from two of ten Packs "Illinois" and "Kentucky" (1995)	23
2 cigarette packages from "Camel: Collector's Pack" with "Free Collector's Pack T-Shirt Offer"(1995)	24
Photograph of 2 cigarette packages from "Camel: Collector's Pack" from two of ten Packs "New York" and "North Carolina" (1995)	25
Photograph of 2 cigarette packages from "Camel: Collector's Pack" from two of ten Packs "Florida" and "Hawaii" 1995)	26
Photograph of advertisement for "Classic Camel Collector's Packs: 'This Woman Has A Past'" (1995)	27
Photograph of a Free-stand display of "Camel: Classic Collector's Packs" cigarettes (1995)	28
Photograph of 10 "Camel: Collector's Packs" from the "Classic" collection (1995)	29
2 of 10 "Camel: Collector's Packs" from the "Classic" collection and an offer for a "Free 1940's Lighter" (1995)	30
3 of 10 "Camel: Collector's Packs" from the "Classic" collection (1995)	31
4 of 10 "Camel: Collector's Packs" from the "Classic" collection and "Camel Cash" (1995)	32
Photograph of 5 cigarette packages from "Winston Cup Collector Series" (1995)	33
5 cigarette packages from "Winston Cup Collector Series" and an offer for "Winston Cup Collectibles" (1995)	34
Photograph of a "Moonlight Tobacco Co." (RJR) advertisement "Working Overtime For You" (1995)	35
Photograph of a "Moonlight Tobacco Co." (RJR) advertisement, ~~Smoke~~ Tobacco International (10/95)	36
Photograph of 8 packages of "Moonlight Tobacco Co." (RJR) brand cigarettes with an insert on the company philosophy (1995)	37
2 packages of "Moonlight Tobacco Co." (RJR) brand cigarettes "Politix" with an insert (1995)	38
6 packages of "Moonlight Tobacco Co." (RJR) brand cigarettes "North Star", "Jumbos" and "Honey-Toasted Tobacco" (1995)	39
Photograph of poster for "Dave's: Different Smokes: Fat Leaves Packed Tight" (Philip Morris) (1995)	40

(Smoke)

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Appendix - Binder # 4 - Sundry A

CONTENTS

Sundry: Products, Packaging, Free Offers	Item #
Photograph of an offer for a bottle opener from "Dave's: Different Smokes" (Philip Morris) (1995)	41
Photograph of a package of "Dave's cigarettes and a lighter "Dave's Flame" with the story of "Dave's: Original Blend" (Philip Morris) (1995)	42
Photograph of 2 packages of ""Dave's cigarettes with a "Dave's The Rave" and "Packet Tight Tastes Right" inserts (Philip Morris) (1995)	43
Mailer from "Dave's including two coupons (Philip Morris) (1995)	44
2 packages of "Dave's" cigarettes with a "This Land is Dave's Land" insert (Philip Morris) (1995)	45
Photograph of 2 packages of "Rave: The Great American Blend" cigarettes (1995)	46
1 package of "Buz" cigarettes (1995)	47
Photograph of "West" cigarettes including roll-your-own, ~~10- and~~ 25- packages, made by Reemtsma, (Germany)	48
"ADDITIVE-FREE" AND "NATURAL" CIGARETTE BRANDS	
Letter from "Santa Fe Natural Tobacco Company" to customers	49
Order form from "Santa Fe Natural Tobacco Company"	50
3 packages of "Natural American Spirit" cigarettes from the "Santa Fe Natural Tobacco Company"	51
Order form insert for "Nat Sherman Incorporated" cigarettes and wrapper band "No Chemical or Additives 100% Natural Tobacco"	52
Outside of a package of "Nat Sherman's Natural Lights" and inside and back of regular "Nat Sherman's"	53
Photocopy of mailer for "Pure" cigarettes	54
2 packages of "Pure" cigarettes	55
1 package of "Pure" cigarettes	56
FREE SAMPLING	
Photograph of three individuals with boxes of free "Marlboro" cigarettes (Marlboro Grand Prix, Meadowlands, New Jersey, 1989)	57
Photocopy of a magazine advertisement with "Joe Camel" and friends singing Christmas carols (12/9	58
Photograph of packages of "Camel Filters" cigarettes reading "Seasons Greetings from the Camel Family" (mail item)	60
Photograph of packages of "Camel Filters" cigarettes reading "Seasons Greetings from the Camel	61

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Appendix - Binder # 4 - Sundry A

CONTENTS

Sundry: Products, Packaging, Free Offers	Item #
Family" (mail item)	
Free sample of "Camel Lights" holiday Collector's Pack with attached coupon (12/95)	62
Mailing label and individually numbered store coupon for Christmas corresponding package of free Camels (mail item) (12/95)	63
Photocopy of insert from a carton of "Camel Special Lights" (1995 (2)) (see also B7, N5)	64
Photocopy of insert from a carton of "Camel Special Lights" with a questionnaire and carton order form (1995 (2))	65
Free sample offer for "Skoal: Break Thru Flavors" (1993)	66
Offer for a free sample and free concert ticket for "Skoal: Rock the Rockies" (1994)	67
Offer for a free sample and free concert ticket for "Skoal: Rock the Smokies" (1995)	68
Photocopy of a magazine advertisement and insert for "Skoal: Rock the Smokies" (11/95)	69
Photocopy of a Free sample offer for "Hawken Wintergreen" smokeless tobacco (1995)	~~69~~ 70
Free sample offer for "Hawken Wintergreen" smokeless tobacco (1995)	70 a

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Appendix - Binder # 5 - Sundry B

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Sundry: Sponsorship, Clubs, Self-Service, Black and White Text Only, Miscellaneous — **Item #**

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We would like to thank the Tobacco Industry Promotion Series, The History of Advertising Archives, UBC, Vancouver, British Columbia, for assistance in compiling these advertisements

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Warner, KE and Slade, J. Low tar, high toll, *Am J Pub Hlth* (1992)	3
NIDA Monographs on nicotine from 1970s (frontmatter)	4
Glantz, SA et al. Analyses of documents from the Brown & Williamson Tobacco Company, five articles published in *JAMA*, July 19, 1995.	5
Slade, J. Nicotine delivery devices. In Orleans, CT and Slade, J, eds. *Nicotine Addiction: Principles and Management.* Oxford, 1993.	6
Slade, J. et al. Report of the tobacco policy research study group on tobacco products. *Tobacco Control*, 1992.	7
SAMHSA, Preliminary estimates from the 1994 national household survey on drug abuse. September 1995.	8
Slade, J. Testimony before the Subcommittee on Health and the Environment, U. S. House of Representatives, March 25, 1994.	9
Levin, ED, Rose, JE, Behm F. Development of a citric acid aerosol as a smoking cessation aid. *Drug and Alcohol Dependence*, 1990.	10
Rose, JE and Levin, ED. Inter-relationships between conditioned and primary reinforcement in the maintenance of cigarette smoking. *British Journal of Addiction*, 1991.	11
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Pipes, tobaccos, snuff and accessories. *US Distribution Journal Source Book*, 1992. Includes suppliers of cigarette tobacco, smokeless tobacco and cigars in the United States.	13
Wagner, S. *Cigarette Country*. Prager, 1971. Chapters 5-14.	14
Lorillard, P, Jr. American tobacco factories. In Depew, CM, ed. *One Hundred Years of American Commerce*. Haynes: New York, 1895.	15
Memo from JL Charles to RB Seligman at Philip Morris, March 18, 1980	16

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Hearings before the Commerce Committee, House of Representatives, on the Little Cigar bill, May, 1973. 1

The cigar industry. Maxwell Consumer Services Reports, July 12, 1974. 2

RJ Reynolds Tobacco Co. *Chemical and Biological Studies on New Cigarette Prototypes that Heat Instead of Burn Tobacco*. Winston-Salem. Excerpt about human studies of nicotine levels comparing the new device with cigarettes. 3

Henry, CJ and Kouri, RE. *Chronic Exposure of Mice to Cigarette Smoke*. 1984. Front matter and list of publications. 4

Freedman, A. Philip Morris memo likens nicotine to cocaine. *The Wall Street Journal*, 12/8/95, B1. 5

Reuter, Barbara. Competitive analysis. Draft memo, Philip Morris, (1992). 6

Johnston, James W. Letter to David A. Kessler, reprinted in Congressional hearing on tobacco, Spring, 1994. 7

Cigarettes. *US Distribution Journal Sourcebook, 1992*. Suppliers of various cigarette brands available in the United States. 8

Series of articles and an editorial from *Tobacco Control* on marketing and nicotine delivery from snuff products in the United States, 1995. Article from *JNCI* on nitrosamine levels in snuff products sold in the United States, 1995. 9

Jarvick, M. Further observations on nicotine as the reinforcing agent in smoking. In Dunn, WL, Jr. ed. *Smoking behavior*, VH Winston, 1973. 10

University of Michigan News and Information Services. Cigarette smoking among American teens rises again in 1995. 11

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Giovino, GA, et al. Epidemiology of tobacco use and dependence. *Epidemiologic Reviews*, 1995.	2
Articles from *The New York Times* on little cigars, February and August, 1972. House report on Little Cigar Act of 1973	3
Slade, J. Spit tobacco makers evade US warning label requirement *Tobacco Control*, 1994.	4
Health Canada. *Tobacco Control – A Blueprint to Protect the Health of Canadians*	5
Wall Street Journal article about "Action Against Access," June 28, 1995 Morgan, JJ. Remarks about "Action Against Access," June 1995 RJ Reynolds. Sundry materials about "Right Decisions Right Now"	6
The New York Times, article about little cigars being used in Indiana in the face of a ban on cigarette sales, 1905.	7
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Min, J. A new leaf. Style Watch, *People*, 11/6/95	9
Comerford, AW and Slade J. Selling cigarettes: a salesman's perspective. 1994.	10
Menza, AJ. NJ Superior court decision in cigarette vending machine case, 12/1/95	11
Smokers articles. *The Trademark Register of the United States, 1994.*	12

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Pierce, JP, et al. Smoking initiation by adolescent girls, 1944-1988, *JAMA*, 1994 Evans, N, et al. Influence of tobacco marketing and exposure to smokers on adolescent susceptibility to smoking, *JNCI*, 1995. Pierce, JP and Gilpin, EA. A historical analysis of tobacco marketing and the uptake of smoking by youth in the United States, 1890-1977, *Health Psychology*, 1995. Burns, DM et al. Rates of smoking initiation among adolescents and young adults, 1907-81, *Tobacco Control*, 1995 Pollay, RW, Exposure of US youth to cigarette television advertising in the 1960s, *Tobacco Control*, 1994 Pollay, RW, Promises, promises: self-regulation of US cigarette broadcast advertising in the 1960s. *Tobacco Control*, 1994. Choi, WS, et al. Does advertising promote smokeless tobacco use among adolescent boys? Evidence from California. *Tobacco Control*, 1995.	3
Hargrove, 1970	4
Glantz, SA. Removing the incentive to sell kids tobacco. *JAMA*, 1993.	5
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Green, SJ. Notes on plain packaging.	9

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US Court of Appeals decisions in Penn Advertising v Mayor and City Council of Baltimore and Anheuser-Busch v Kurt L. Schmoke, 8/31/95.	11
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The Contents of these Binders are listed in Tables 2-11 and Table 14.

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